



PATENT
Customer No. 25,537
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
James Howard DREW et al.) Group Art Unit: 3639
Application No.: 09/593,118) Examiner: Robinson Boyce, Akiba K
Filed: June 13, 2000) Confirmation No. 5555
For: A METHOD FOR EVALUATING)
CUSTOMER VALUE TO GUIDE)
LOYALTY AND RETENTION)
PROGRAMS)

Mailstop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO OFFICE ACTION

This paper is responsive to the Office Action mailed June 2, 2006 — the period for response having been extended to December 2, 2006, by a Petition for Extension of Time of three (3) months and fee payment. No claims are amended. Remarks begin on page 2 of this paper.